

## **REMARKS/ARGUMENTS**

The Office Action has been carefully considered. It is respectfully submitted that the issues raised are traversed, being hereinafter addressed with reference to the relevant headings appearing in the Detailed Action section of the Office Action.

The Examiner has rejected claims 8, 9, and 21 under 35 USC 102(b) as being anticipated by Connell *et al.* (US 5,554,842).

The Applicant respectfully submits that claim 8 is not anticipated by Connell.

In particular, claim 8 currently recites a method of coding a region, where the method includes the steps of:

- printing coded data on the relative location on the region using ink that is substantially invisible to the human eye; and
- printing visible content on the relative location, wherein the visible content corresponds to the coded data.

Thus, claim 8 explicitly requires two separate data elements to be printed on the relative location, that is, the coded data and the visible data. The claim also describes the coded data as being substantially invisible, and the visible content corresponding to the coded data.

The Examiner has asserted that Connell describes coded data by describing encoding sorting information into bars 17, 18 and 19. Thus, in accordance with the Examiner's contention, Connell only describes the printing of coded data on a location. Accordingly, Connell does not describe printing coded data, which is substantially invisible, on a relative location, and printing visible content corresponding to the coded data on the relative location.

In particular, Connell describes coding information by having the bars 17, 18, and 19 representing two states - printed with fluorescent ink, and printed with non-fluorescent ink:

*Each of the bars 17, 18 and 19 may be printed with the fluorescent ink, none of the bars may be printed with the fluorescent ink, or some of the bars may be printed with the fluorescent ink. Each bar can have two possible states. Hence, eight possible*

*combinations may be encoded in bars 17, 18 and 19.* (From column 4, lines 31 to 36)

Accordingly, in the event that the bars 17, 18, and 19 in Connell are all printed with fluorescent ink, Connell does not describe having visible data, corresponding to the coded data printed on the same relative location as the bars 17, 18, and 19. In the event that either some or all of the bars 17, 18, and 19 are printed with non-fluorescent ink, claim 8 is not anticipated as the "coded data" is no longer substantially invisible and Connell does not describe having visible information corresponding to the coded data printed on the relative location of the bars. In fact, when the bars are printed with non-fluorescent ink, the bars would not be readable if visible information is printed on top or in the relative location of the bars.

Hence, any visible information in Connell is not printed on the relative location of invisible coded data. This is clearly show in figures 3 and 4 of Connell, which show that any visible information is separate to the "coded" bars 17, 18, and 19. Additionally, the visible information printed, does not correspond to the coded data, as the bars 17, 18, and 19 are only concerned with providing sorting information (see column 4 line 30).

It will be appreciated by the Examiner that having substantially invisible coded data printed on a relative location, with corresponding visible content also printed on the relative location, provides numerous advantages. For example, data associated with the printed visible data can be encoded and only accessed by authorised individuals.

Claim 8 of the present application is further distinguished from Connell, as claim 8 requires the coded data to be applied to a part of the region, where the coded data is indicative of a functional attribute of the part of the region and a relative location on the region. As discussed above, the bars 17, 18, and 19 in Connell are only concerned with providing sorting information for mail. The bars are not indicative of a functional attribute of the part of the region to which they are applied, or a location of the region.

Thus, the coded data, as described by claim 8 is indicative of a functional attribute, which may, for example, the information regarding a hyperlink that appears as visible content.

Examples of function indicating tags (coded data) are described on page 13 of the specification.

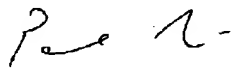
The Applicant respectfully submits that MPEP 2131 requires, in order to prove anticipation, "each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference." (In reference to *Verdegaal Bros. v. Union Oil Co. of California*, 814 F.2d 628, 631, 2 USPQ2d 1051, 1053 (Fed. Cir. 1987)). Thus, as the features of claim 8, as described above, are not described in Connell, claim 8 is not anticipated by Connell.

**CONCLUSION**

In view of the foregoing, it is respectfully requested that the Examiner reconsider and withdraw the rejections under 35 USC 102(b). The present application is believed to be in condition for allowance. Accordingly, the Applicant respectfully requests a Notice of Allowance of all the claims presently under examination.

Very respectfully,

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